

CITY OF JERSEY CITY

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MAYOR



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Mayor Healy to Cut Ribbon to New Offices of the Monticello Community Development Corporation

JERSEY CITY – Mayor Jerramiah T. Healy, members of the **Municipal Council** and representatives of the **Economic Development Corporation** will cut the ribbon to the new offices at the **Monticello Community Development Corporation Headquarters** at **3:30 p.m. on Wednesday, July 9, 2008, at 99 Monticello Avenue.**

All are invited to a reception following the ceremony with Mayor Healy, elected officials, business owners, and residents to celebrate another MCDC milestone in the revitalization of this once thriving commercial district.

“Historically, Monticello Avenue has once been a vital economic corridor for Jersey City,” said **Mayor Healy**. “The revitalization efforts of the Monticello Community Development Corporation are focused on making Jersey City greater and serve as a catalyst for other businesses in the area to restore or renovate their sites.”

Monticello Avenue, once one of Jersey City’s primary shopping corridors, had suffered from closed businesses and economic neglect. The Monticello Avenue rehabilitation project is being managed by the **Monticello Community Development Corp. (MCDC)**, a nonprofit group of local residents, business and property owners and other stakeholders dedicated to revitalizing the area and stimulating economic growth. MCDC’s goal is to establish a historically preserved neighborhood shopping district with a mix of retail, restaurant and service businesses, as well as arts-related venues and activities that reflect the diversity and strong sense of community that prevail in the area.

The Main Street program is a comprehensive, community-driven revitalization program that focuses on revitalizing traditional business districts in New Jersey. Every two years, after demonstrating commitment to founding a volunteer board of directors, securing long-term local funding, developing public/private partnerships, establishing a well-defined commercial district and committing to historic preservation, the Department of Community Affairs selects communities to join the program. In all, there are only 22 areas throughout New Jersey.

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The Main Street approach is incremental and designed to benefit every segment of the community. Overall, the program seeks to preserve community history while improving the quality of life. Residents benefit through greater accessibility to goods and services, more employment opportunities, chances to participate in the area's revitalization as community leaders and volunteers, preservation of the community and its architecture and a stronger tax base to support other community aspects.

Property owners stand to benefit through higher property values, increased occupancy rates and stable or higher rents and improved marketability of property. Merchants realize greater opportunities for growth and expansion and a bigger customer base. Professional and service businesses are afforded a larger customer base of area employees, enjoying post offices, banks and other institutions as neighbors and being able to enjoy amenities within the area. Local governments benefit through increased sales and property tax bases, protection of property values and infrastructure investments and reduced pressure for sprawl development.

The MCDC have completed several improvement projects, including: the Streetscape Program of \$1.3 Million in EDC/UEZ funds allocated to façade improvements between Astor Place and Brinkerhoff Avenue as well as pedestrian friendly decorative streetlights; aided the implementation of the School Safety Crosswalk project with the Jersey City Department of Engineering and the NJ DOT to make the neighborhood safer for schoolchildren; assisted in the coordination of the Jersey City Planning Department to revise the Monticello Redevelopment Plan to address the design and construction details lacking in the original plan of 1987; and in a collaborative effort with the Jersey City Redevelopment Agency and their designated developers to fine-tune design and construct according to the Redevelopment Plan and within a reasonable timeframe.

The new Monticello Community Development Corporation offices are located at 99 Monticello Avenue, Jersey City, New Jersey 07304, is open Monday through Friday from 10 a.m. to 5 p.m., except major holidays. Michele Massey, Monticello Main Street Executive Director, can be reached by phone at 201-451-2440, by fax at 201-451-2450 or by email at MCDC@aol.com.

For more information on the Main Street Program go to <http://www.preservationnation.org/main-street/program/> or visit the office during business hours.

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Jerramiah T. Healy at 201-547-4836 or 201-376-0699.

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